

1128

M.Com. (Master of Entrepreneurship &amp; Family Business)

1<sup>st</sup> Semester

FB-102: Entrepreneurship Development-I

Time allowed: 3 Hours

Max. Marks: 80

*NOTE: Attempt five questions in all, selecting atleast two questions from each Unit.*

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**UNIT - I**

- I. What is entrepreneurship development? Discuss the various entrepreneurial qualities and competencies. (16)
- II. What is an enterprise? Discuss the various types of enterprises. Does the pattern of ownership or form of an enterprise makes it more secure? (16)
- III. Discuss the various motivations for becoming an entrepreneur. Discuss the essential qualities and attitudes for taking up entrepreneurship. (16)
- IV. Discuss the various schemes and policies by the central and the various state governments for promotion of entrepreneurship. (16)
- V. Write short notes on the following: -
  - (a) Problems faced by becoming an entrepreneur
  - (b) Problem solving and creativity by successful entrepreneurs. (8+8)

**UNIT - II**

- VI. What is business environment? How business environment can be appropriately appraised? Discuss the need and importance of undertaking risk and uncertainty analysis. (16)
- VII. Discuss the planning process for setting up a SSI. What is a strategic plan? Discuss the need for undertaking SWOT analysis. (16)
- VIII. What is a techno-economic feasibility report? What components and aspects should be thoroughly analyzed for preparing a comprehensive feasibility report for setting up a SSI? (16)
- IX. Discuss the various types of finances required for setting up a SSE. What are the various sources for these financial requirements? (16)
- X. Write short notes on the following: -
  - (a) Classical approach to strategy formulation
  - (b) Marketing issues in SSEs. (8+8)

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